

Module Specification

Module Summary Information

1	Module Title	Context of Illustration
2	Module Credits	40
3	Module Level	5
4	Module Code	VIS5038

5	Module Overview
<p>Defining and communicating effectively to an audience is key to successful illustration. This module provides an opportunity through a range of briefs to begin defining an area of practice within a professional context. Students will explore briefs within established discipline areas of illustration such as editorial, publishing, advertising and narrative/sequential, with an emphasis on producing work that can be expanded upon to reach audiences in new, innovative and exciting ways.</p> <p>The structure of this module encourages the development of the multi-faceted skills that are required within the creative industry today. Students will engage with a mixture of theoretical lectures, visiting lectures/workshops, one-day projects, group and individual tutorials, group critiques and integrated analogue and digital skills workshops. Students will learn how to use and develop analytical and creative thinking skills as a starting point in order to produce and create a series of successful illustrative outcomes.</p>	

6	Indicative Content
<p>The module will consist of a combination of lectures, workshops, presentations and tutorials; developing further your understanding of the contextual themes that underpin your discipline whilst focussing on the application of knowledge and appropriate skills to support your practice.</p> <p>The focus of the level will be to transform you from an active learner to an autonomous learner.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Devise a critical commentary informed by current debate and contemporary practice.
2	Articulate the contextual relationship between research, communication and design.
3	Select, test and make appropriate use of materials, techniques and processes.
4	Identify, engage and reflect upon a range of opportunities to develop an individual personal direction.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1-4	x		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	73
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	247
Private Study (PS) includes preparation for exams	80
Total Study Hours:	400